

Message Text

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ACTION COME-00

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FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 7161
INFO AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS BRASILIA 3135

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: 1978 CCP FOR BRAZIL: PROGRESS REPORT FOR SECOND QUARTER

REF: (A) BRASILIA 0543 (B) STATE 047832

1. DURING THE SECOND QUARTER OF FY 1978 ALL GOALS SET IN THE CCP WERE MET. THE STATUS REPORT ON THE THIRD PETROCHEMICAL POLE; WHICH WAS SCHEDULED FOR DECEMBER, WAS SUBMITTED AS SAO PAULO 0170 OF JANUARY 20. NEW INFORMATION ON THE THIRD GENERATION PLANTS WAS REPORTED BY PORTO ALEGRE 0061 OF MARCH 9.

2. ENERGY DEPARTMENT.
WE NOTE THE WCAG'S APPROVAL OF "ENERGY EQUIPMENT" FOR THE ORIGINAL ACTIVITY NO. 4 "TEXTILE MACHINERY". CONGEN SAO PAULO, WITH THE COOPERATION OF ICA AND THE US GEOLOGICAL SURVEY, HAD AN ATTRACTIVE AND POPULAR INFORMATION BOOTH AT THE ENERGY 78 FAIR. APRIL 10 THROUGH 16. VISITORS TO THE US BOOTH INCLUDED THE MINISTER OF MINES AND ENERGY, THE MINISTRY OF INDUSTRY AND COMMERCE, AND THE MINISTER OF COMMUNICATIONS. WE HAVE HIGH HOPES FOR A SUCCESSFUL CATALOG SHOW, MANAGED BY CONGEN RIO DE JANEIRO, AT THE OFFSHORE BRAZIL OIL SHOW IN JUNE. THE PETROLEUM TRADE MISSION SCHEDULED FOR AUGUST IS MOST TIMELY AND SHOULD PROVE AN EFFECTIVE PROMOTION TOOL.

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3. TRADE CENTER ACTIVITY.
TWO HIGHLY SUCCESSFUL EXHIBITS WERE HELD AT THE US TRADE CENTER IN SAO PAULO DURING THE QUARTER. THE POLLUTION CONTROL EQUIPMENT EXHIBIT IN JANUARY RECEIVED AN UNSUALLY HIGH LEVEL OF PUBLICITY, IN PART BECAUSE OF THE GROWING INTEREST IN THE POLLUTION PROBLEM IN BRAZIL AND IN PART BECAUSE OF THE PRESENCE AT THE OPENING OF THE GOVERNOR AND MAYOR OF SAO PAULO. THE GOVER-

NOR CHOSE THE OCCASION TO ANNOUNCE A \$150 MILLION IBRD LOAN TO THE STATE OF SAO PAULO FOR THE PURCHASE OF POLLUTION CONTROL EQUIPMENT. THE HEALTH CARE EQUIPMENT EXHIBIT IN MARCH WAS OPENED BY DR. ERNESTO FESSEL, MEDICAL DIRECTOR OF THE NATIONAL SOCIAL SERVICE INSTITUTE, WHICH CONTROLS NEARLY HALF THE HOSPITALS AND CLINICS IN BRAZIL. VISITORS CAME FROM ALL PARTS OF BRAZIL, AS WELL AS FROM ARGENTINA, URUGUAY, BOLIVIA, PARAGUAY AND CHILE. THIS GOOD TURN-OUT WAS GRATIFYING AND SURPRISING, IN VIEW OF THE FACT THAT THE CIRCULAR AIRGRAM (A-1075) PROMOTING THE SHOW, ALTHOUGH DRAFTED ON JANUARY 5, DID NOT REACH THE ADDRESSEE POSTS UNTIL AFTER THE CLOSE OF THE SHOW. WE NOTE WITH SATISFACTION THAT USDOC IS NOW SENDING THE INSTRUCTIONS FOR SUPPORT OF TRADE CENTER EVENTS BY TELEGRAM.

4. MAJOR PROJECTS.

WE CONCUR IN THE WCAG'S SUGGESTION FOR INCLUSION OF THE MICRO-WARE LANDING SYSTEM IN THE CCP AND NOTE THAT POSTS IN BRAZIL GAVE SUPPORT TO THE FAA BRIEFING TEAM WHICH VISITED HERE. THE NEW ITEMS TO BE INCLUDED IN THE MAJOR PROJECTS CATEGORY ARE THE SAO PAULO SEWERAGE PROJECT AND THE SAO PAULO POLLUTION CONTROL PROGRAM.

5. TRADE FAIRS IN THE US.

WE ARE PUZZLED BY THE WCAG'S ASSUMPTION THAT THE PORTUGUESE LANGUAGE FLYER HAS NOT GENERATED ADDITIONAL INTEREST IN VISITING TRADE FAIRS IN THE US. WE EXPECT THAT IT WILL GENERATE ADDITIONAL INTEREST.

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NAL INTEREST. HOWEVER, WE DO NOT ASSUME THAT IT WILL CHANGE THE BRAZILIAN BUSINESSMAN'S PREFERENCE FOR INDIVIDUAL RATHER THAN GROUP TRAVEL. NEVERTHELESS, WE ARE CONTINUING TO WORK TOWARD THE ORGANIZATION OF BUYER GROUPS AND ARE CURRENTLY WORKING WITH THE STELLA BARROS TRAVEL AGENCY, ONE OF THE MOST IMPORTANT IN THE COUNTRY, WITH A VIEW TO PROMOTING ATTENDANCE -- AND POSSIBLY A GROUP -- AT THE MINING SHOW IN LAS VEGAS. IN PROMOTING ATTENDANCE AT THIS SHOW WE ARE TAKING AS PRIME TARGETS THE LIST OF ATTENDEES AT THE MINING MACHINERY SHOW AT THE TRADE CENTER.

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